

## ABSTRACT OF THE DISCLOSURE

**[0095]** A system and method for delivering content on-demand by way of a cable network are disclosed. Provision of such content is controlled over a data network. Advantageously, a user interface at a conventional computing device may be used to order content and to control its delivery and playing. Commands from the computing device may be provided by way of data network to a network interconnected server. The server under software control causes a media receiver at the customer premises to be properly tuned to receive content on-demand, and content on-demand to be played, as requested by the computing device. The media receiver may include a conventional set-top box that may be tuned remotely in response to a customer placing an on-demand order.